



Assistant Director of Communications

Tennessee Department of Treasury

To apply, submit your resume to: Treasury.Resumes@tn.gov

The Tennessee Department of Treasury impacts the lives of Tennesseans every day. Treasury is responsible for many of the financial operations of state government, including managing and overseeing more than \$75 billion in assets through its various investment programs. We administer the State's Retirement Program, *RetireReadyTN*, which combines the state pension plan, Tennessee Consolidated Retirement System, and the State's Deferred Compensation plan. Treasury serves all Tennesseans by helping to educate and empower individuals to make informed financial choices, and by providing public-serving programs in the areas of college savings, financial literacy, unclaimed property, criminal injuries compensation, and more.

Job Overview:

Treasury is looking for an enthusiastic self-starter to assist in directing our Communications team to help us increase and enhance current communications efforts for Treasury programs. The Assistant Director will help develop, execute and measure communication strategies.

Under the immediate supervision of the Director of Communications, and located in our Downtown Nashville office, the Assistant Director of Communications helps in the management of daily operations for the Division.

Key Responsibilities:

- Work with Treasury program areas to understand their needs and develop both annual and targeted communications strategies to determine messaging, goals, and the deadlines of various communication components needed for the program's specific audience.
- Work with Communications Team to develop, implement, and enhance communication strategies for all Treasury programs.
- Work with internal and external stakeholders to ensure that all communications meet standards set by the Department, Division, and Program area, and meet specifications set by risk and compliance.
- Engage with key stakeholders to develop, execute, and measure success of communications goals and objectives for divisional and program initiatives.
- Analyze programs and digital communications campaigns and develop reporting to evaluate effectiveness, as well as recommend actions for continuous improvement.
- Produce regular analytics reports from Google, Facebook, and other platforms included in Treasury's digital communications campaigns and strategies.
- Present and champion a professional image of Treasury and Treasury programs to the public through occasional outreach events, social media, and press interviews.
- Increase audience and engagement for Treasury Programs across 14 different social media channels, including Facebook, Twitter, Instagram, and LinkedIn.
- Write content and design internal and external materials, including newsletters, press releases, web content, and more.

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- Assist the Communications Director in all areas as needed, including—but not limited to—executing strategies, brainstorming new ideas, proofreading materials, and managing the release of communications to ensure maximum effectiveness.

Qualifications:

- Excellent communicator and creative thinker, with an ability to utilize data to help programs make informed decisions
- Ability to manage multiple communications projects with exceptional leadership, prioritization, goal setting, organizational and planning abilities
- Demonstrated ability to streamline and summarize details about complex programs or projects into easily understood and engaging stories
- Adobe Creative Suite experience required
- Experience in copywriting and editing; Working knowledge of MS Office
- Graduation from an accredited four-year college or university with a bachelor's degree is required
- Minimum of five years of public relations, journalism, marketing, event planning, or related writing experience.
- Experience in web design, web content management systems, and web content production is a plus
- Experience in event planning and management is a plus
- Basic knowledge of HTML and web development best practices is a plus
- Experience with video-editing software, 2D animation, and motion graphics experience is a plus

The State of Tennessee is an Equal Opportunity Employer.

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